

**FOR IMMEDIATE RELEASE**

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## **Season of Sparkle Returns to Downtown With DSA Holiday Celebrations**

*Tree-lighting, DSA Holiday Carousel, craft market and more to light up heart of downtown*

SEATTLE (Nov.21, 2019) The Downtown Seattle Association's holiday celebrations return to Westlake Park on Friday, Nov. 29 and will last through year's end. Festivities on Friday are expected to draw more than 10,000 people to the heart of the city.

We'll ring in the season the day after Thanksgiving, on Pine Street between 4<sup>th</sup> and 5<sup>th</sup> avenues with the Holiday Tree-lighting in Westlake Park. DSA's iconic attraction – the Holiday Carousel – will return to Westlake Park for its 33rd year. A light show set to music, the Macy's star, a festive "snow shower" and a fireworks display will dazzle just after dusk, wind permitting.

"We're honored to play a part in this incredible downtown tradition," said DSA President and CEO Jon Scholes. "It's a special day, whether you're celebrating in the heart of the city for the first time, or your family is back for its 30th year."

Presented by Alaska Airlines, this year's Holiday Tree-lighting will feature WARM 106.9's Shellie Hart and KIRO7 meteorologist Nick Allard. The festivities will air live on KIRO7 during the station's 5 p.m. newscast.



Averaging more than 30,000 riders per year, the DSA Holiday Carousel features 18 colorful horses, a double chariot and hundreds of twinkling energy-efficient LED lights. Suggested donation to ride the carousel is \$4.

**DSA Holiday Carousel Operating Hours:**

Friday, Nov. 29 - Wednesday, Jan. 1

11 a.m.-8 p.m. Sunday - Thursday

11 a.m.-9 p.m. Friday - Saturday

*\*Closes at 5 p.m. on Dec. 24. Closed on Dec. 25.*

And for the first time, Occidental Square will add to the illumination with a holiday tree of its own. The 17-foot orb tree will light up near the new children's play area in the park's north end.

More of our favorite holiday attractions will fill Westlake Park and Occidental Square throughout the season. Visit [downtownseattle.org/holidays](http://downtownseattle.org/holidays) for a complete list of events.

**Additional Holiday Attractions in Westlake Park**

**My Sweet Lil' Cakes**

My Sweet Lil' Cakes serves hot waffles stuffed end-to-end with layers of fruits & berries or artisan meats and cheeses, then adorned with locally sourced market fresh berries - all on a stick.

These sophisticated masterpieces arrive paired with perfectly sweetened sauces and syrups for the well-trained and guilty-pleasure palate. Vegan, vegetarian, and gluten-free options available.

**Holiday Market at Westlake Park**

Urban Craft Uprising is once again teaming up with DSA to provide a unique holiday shopping experience in the heart of downtown. Sixteen booths will house local artisans offering hand-crafted gifts, with new vendors on-site each weekend in Westlake Park. Visit [downtownseattle.org/holidays](http://downtownseattle.org/holidays) for a weekly list of vendors.

### **Holiday Market and My Sweet Lil' Cakes Operating Hours:**

Friday, Nov. 29 - Sunday, Dec. 22

Noon - 7 p.m. Friday & Saturday

Noon - 5 p.m. Sunday

### **Parking**

Low-cost garage parking near all the fun can be found at [DowntownSeattleParking.com](http://DowntownSeattleParking.com), a mobile web app and pricing structure developed by the DSA, WSDOT and SDOT. It features nine garages in the Retail Core with a flat evening and weekend rate of \$7 or less (tax included). An additional six garages in Pioneer Square and the Waterfront are just \$3/hour (up to four hours; tax included).

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*Note: Hi-res photos of the photos above or other shots of the tree lighting holiday carousel or market from last year are available upon request.*

### **About the Downtown Seattle Association**

The Downtown Seattle Association (DSA) was established in 1958 as a member-based non-profit organization with the mission of creating a healthy, vibrant downtown. By advocating on issues including transportation, economic development and the urban experience, DSA works to ensure that downtown remains a great place to live, work, shop and play for all.